

## Let's Talk: Performance Evaluation Communication Tools and Templates

*From Jasen Witt, Assistant Superintendent, Human Resources, Troy School District*

Our joint committee of teachers and administrators is doing some good work here in Troy School District. Two "communication" pieces which might be of use to you are:

1. The link to a blog which has been set up by our Assistant Superintendent, Secondary Instruction Dr. Rich Machesky to share the committee's on-going work with interested staff members –  
<http://rmmachesky.blogspot.com/> ; AND
2. The accompanying survey which the committee developed to send out to staff in an effort to gather data on the District's existing evaluation process and feelings as to what might be included within a new evaluation system.

**More tools and examples needed!** (send models/examples to [lwacyk@gomasa.org](mailto:lwacyk@gomasa.org))

- Clear summary of what the law requires
- Talking points summarizing key issues for staff, students, and families
- Research reports on the value of high-quality evaluation processes that include student growth measures
- Research reports on the limited value of merit pay plans
- Timelines
- How to open conversations with staff
- Letters to staff and parents
- Press releases
- Newsletter articles
- Emails to board members

### **Communication Keys to Success (so far):**

- Rumor control
- Transparency
- Over-communication at every step

### **Communication Barriers:**

- Lack of time to focus on the issue
- Misinformation/disinformation/delayed information  
(stirs suspicion and undermines trust)
- Lack of clarity and working models